

## ORDER



**Orders**  
**Order / Rev:** 219315  
**Alt Order #:**  
**Product Desc:** 11/3-11/6 SENATE MAJORITY PAC  
**Estimate:** 2220  
**Flight Dates:** 11/03/12 - 11/06/12  
**Original Date / Rev:** 11/02/12 / 11/02/12  
**Order Type:** REG

## WVBT

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/LCV Senate Majority  
**Demographic:** A25-54  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN14921

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	7	\$19,775.00	\$16,808.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	7	\$19,775.00	\$16,808.75	0.00
<b>Totals</b>	<b>7</b>	<b>\$19,775.00</b>	<b>\$16,808.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	11/03/12	11/03/12	College Football College Football	CM	College Football	-----S-	:30	2	\$3,000.00	P1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		2			\$3,000.00		0.00				
N 2	WVBT	11/04/12	11/04/12	Fox NFL Pre Game Fox NFL Pre Game	CM	Fox NFL Pre Gam	-----S	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$5,000.00		0.00				
N 3	WVBT	11/05/12	11/06/12	WAVY News 10 on FOX 3M WAVY News 10 on FOX 43	CM	WAVY News 10 or M	MT-----	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	MT-----		2			\$500.00		0.00				
N 4	WVBT	11/05/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$775.00	P1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$775.00		0.00				
N 5	WVBT	11/05/12	11/05/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	1	\$7,000.00	P1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$7,000.00		0.00				
													Totals	7	\$19,775.00